

MSA/Baron Outlook Report

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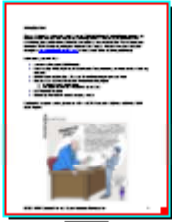
**Summarized Second Quarter and Six-Month
Financial Results**

Q2-2009

Released October 2009



Baron
Insurance Services Inc.



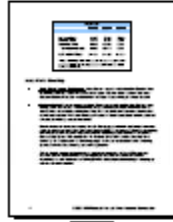
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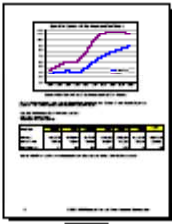
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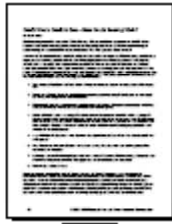
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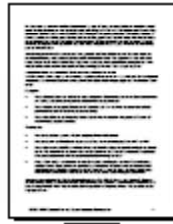
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MSA/Baron Outlook Report Q2-2009 Abstract

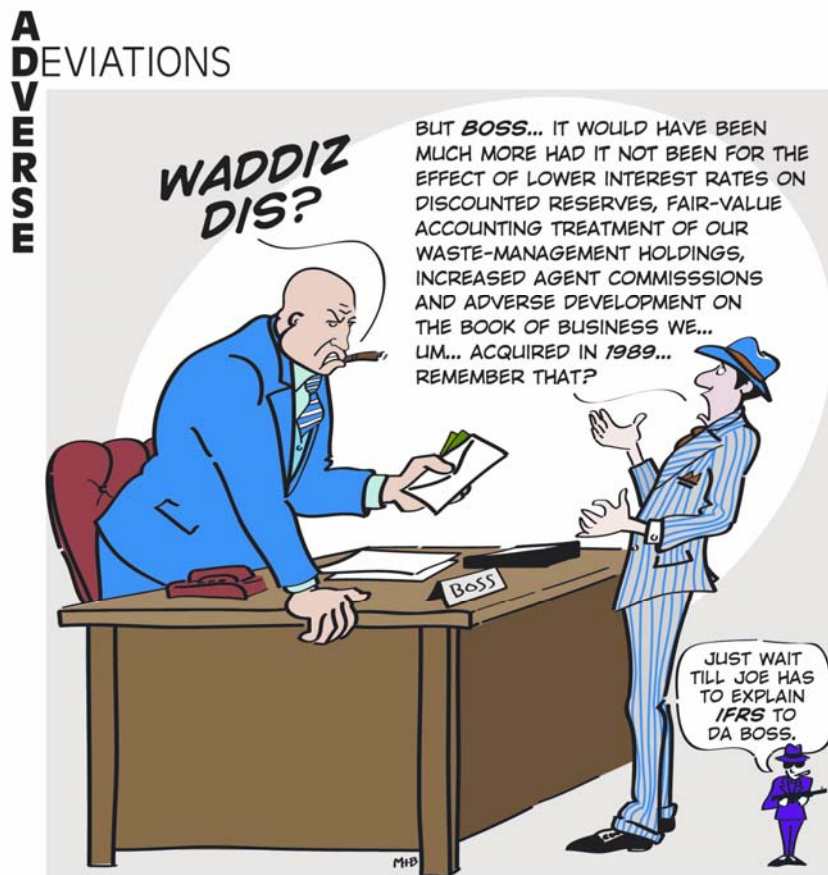
Introduction

We are delighted to release the second quarter 2009 *MSA/Baron Outlook Report* covering the Canadian P&C industry. Our mission of providing Canada's insurance professionals with unwavering, unbiased analysis of this dynamic industry remains steadfast. We welcome your comments and feedback regarding any aspect of these reports. You are invited to send your messages to msabaron@msaresearch.com, or contact any of the undersigned directly.

In this issue, you will find:

- A review of six month 2009 results.
- Bank holdup – Flaherty's move to ban banks from promoting insurance on their banking websites.
- Credit where credit is due - The case for credit scoring in personal lines.
- Extracts from S&P's 2009 Global Reinsurance Highlights
 - *Maintaining the Momentum*
 - *Financial Flexibility – In Search of an Oasis*
- S&P Rating Roundup
- Second quarter and six-month company results

For detailed company results, please see MSA's *2009 Researcher Software* and/or the *2009 MSA Report*.



The *MSA/Baron Outlook Report* is produced and authored jointly by MSA Research Inc., Canada's leading provider of insurance analytics and Baron Insurance Services Inc., a well-respected actuarial and consulting firm.

Our Readers

- This report is subscribed to by approximately 1,400 industry professionals including most Canadian insurance/reinsurance executives, commercial brokers, retail brokers, regulators, associations, auditors, analysts & TPA's.
- All TIC member brokers courtesy of **Lloyd's**.
- 600 IBAA broker principals courtesy of **Peace Hills General Insurance Company** and...
- 270 risk managers including ORIMS members and others courtesy of **Hub International**.

Subscription information can be found on the outside back cover.

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